



## PRESS RELEASE

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### **USAID TO CONTINUE SUPPORT TO SPECIALTY COFFEE**

**SAN SALVADOR**—The U.S. Agency for International Development (USAID) launched today the specialty coffee component of its Agricultural Diversification Program, aimed at working with 30 to 40 coffee processing plants and approximately 2,000 coffee producers in order to increase their income sales in an estimate of 20,000 to 30,000 manzanas (34,540 to 51,810 acres).

The coffee component includes specific activities to be carried out in El Salvador within the next three years. The goal is to increase specialty coffee production and exports.

This support is part of a greater program that focuses on promoting economic growth in El Salvador. The United States is investing \$69.5 million in a five-year period to achieve this goal. Through this investment, other sectors will be supported, including agriculture, artisan, manufacture and service sectors. Moreover, USAID will finance programs for biodiversity conservation, addressing laws and policies that promote trade and investment, and greater access to financial services for small and medium enterprises, among other activities.

“Diversification within the coffee sector in products such as organic coffee, gourmet coffee and others shows how a sector or a product can be innovated to enter to new markets and obtain better prices,” said U.S. Ambassador Douglas Barclay, during the launching ceremony of the coffee component.

The event was attended by Ambassador Douglas Barclay; the Minister of Agriculture, Mario Salaverria; the USAID Director, Deborah Kennedy-Iraheta; the Presidential Commissioner for Coffee, José Antonio Salaverria; the Executive Director of the Salvadoran Coffee Council, Ricardo Espitia; the President of the PROCAFE Foundation, Mario Acosta Oertel, as well as contractors and partners of the USAID program, coffee producers and exporters and other government officials.

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